"THIS IS THE MUNICIPAL BROADCASTING SYSTEM"

WNYC... 830 on Your Dial...
WNYC-FM... 93.9 Megacycles...

ANNUAL REPORT FOR 1947

SEYMOUR N. SIEGEL
Director

WILLIAM O'DWYER
Mayor

WNYC

830 Kc.

WNYC-FM

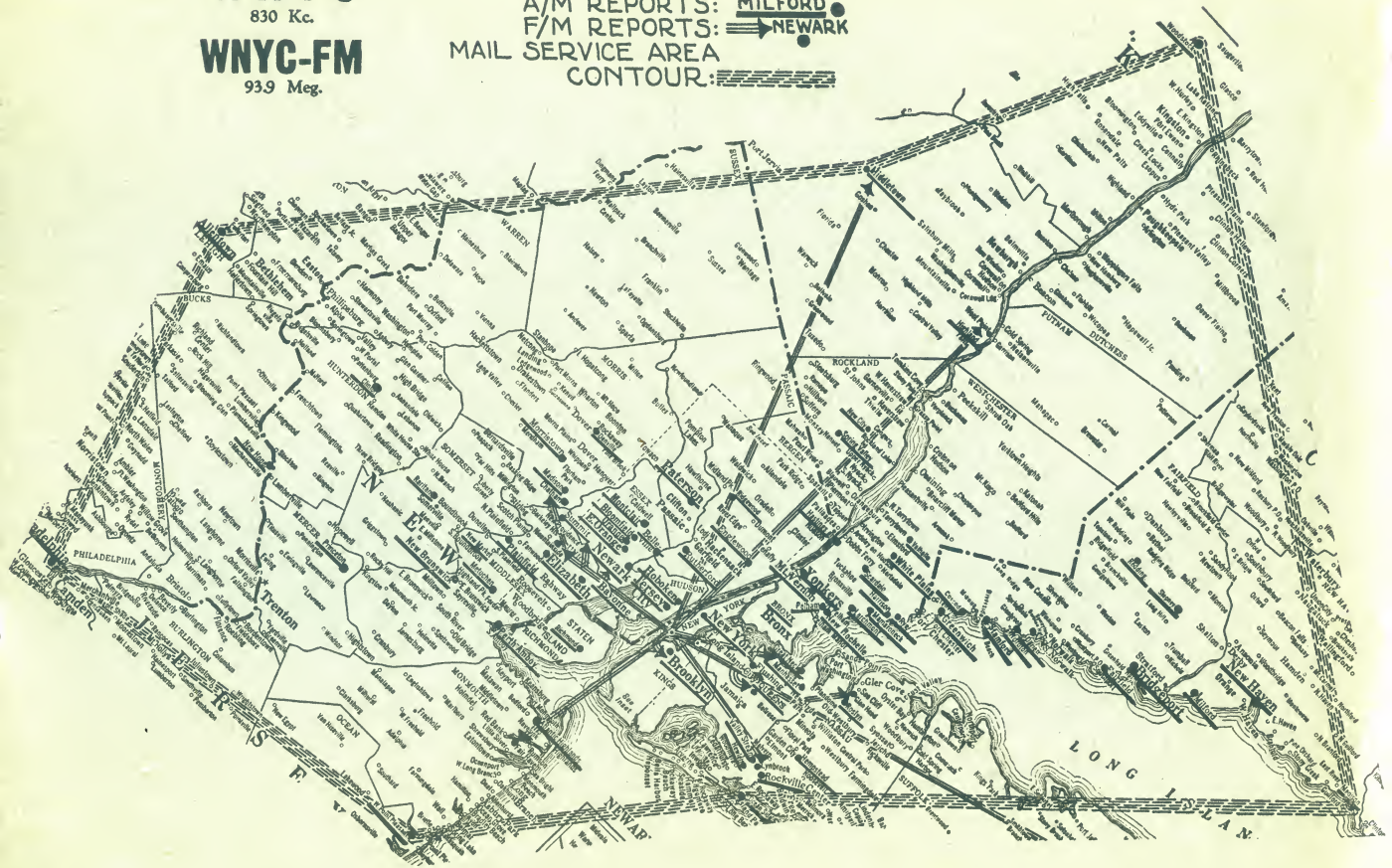
93.9 Meg.

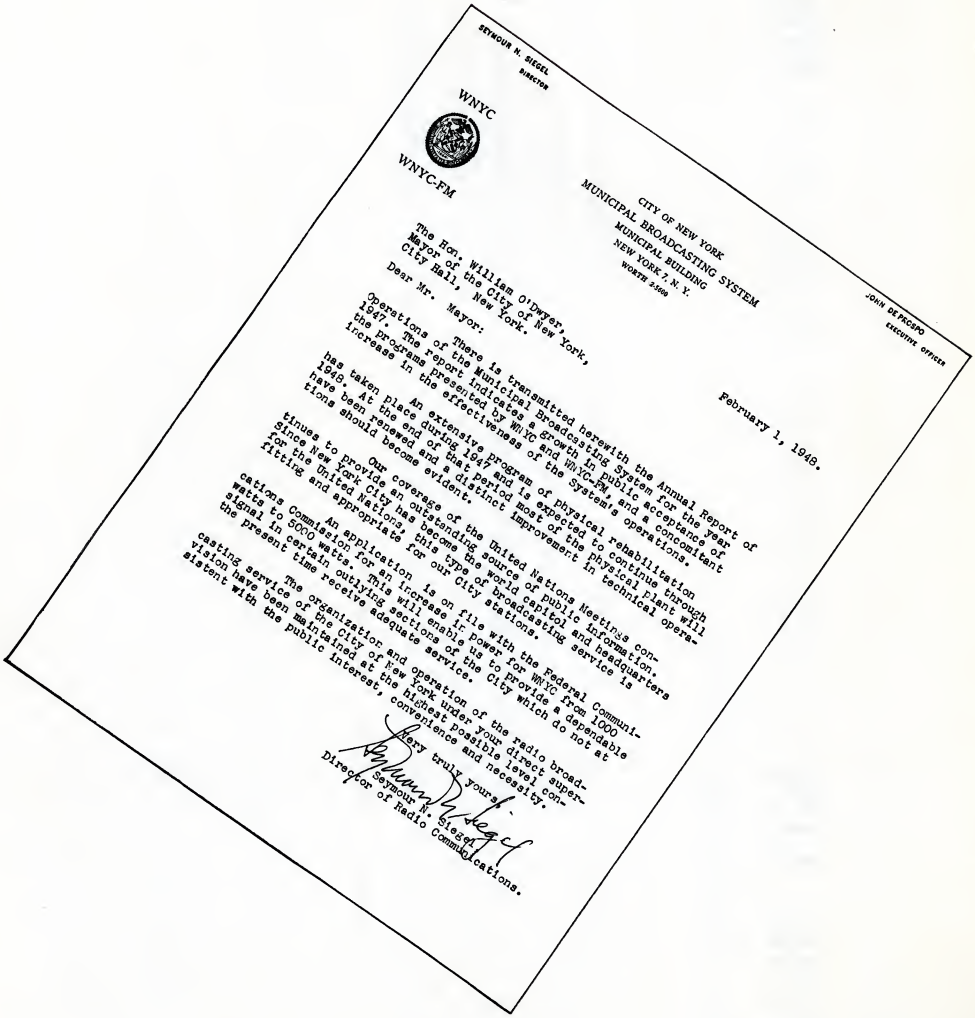
LEGEND~

A/M REPORTS: MILFORD

F/M REPORTS: NEWARK

MAIL SERVICE AREA CONTOUR:





SEYMOUR N. SIEGEL
DIRECTOR

WNYC

WNYC-FM

CITY OF NEW YORK
MUNICIPAL BROADCASTING SYSTEM
MUNICIPAL BUILDING
NEW YORK 7, N. Y.
WORTH 2-4000

JOHN DE PICCIPO
EXECUTIVE OFFICER

February 1, 1949.

The Hon. William O'Dwyer,
Mayor of the City of New York,
City Hall, New York.

Dear Mr. Mayor:

There is transmitted herewith the Annual Report of Operations of the Municipal Broadcasting System for the year 1947. The report indicates a growth in public acceptance of the programs presented by WNYC and WNYC-FM and concomitant increase in the effectiveness of the System's operations.

An extensive program of physical rehabilitation has taken place during 1947 and is expected to continue through 1948. At the end of that period most of the physical plant will have been renewed and a distinct improvement in technical operations should become evident.

Our coverage of the United Nations Meetings continues to provide an outstanding source of public information. Since New York City has become the world capital and headquarters for the United Nations, this type of broadcasting service is fitting and appropriate for our City stations.

An application is on file with the Federal Communications Commission for an increase in power for WNYC from 1000 watts to 5000 watts. This will enable us to provide a dependable signal in certain outlying sections of the City which do not at the present time receive adequate service.

The organization and operation of the radio broadcasting service of the City of New York under your direct supervision have been maintained at the highest possible level consistent with the public interest, convenience and necessity.

Very truly yours,

Seymour N. Siegel
Director of Radio Communications.

THE UN... *The World's Last, Best Hope for Enduring Peace . . .*

Perhaps the biggest news of 1947 came from Lake Success and Flushing Meadows where the United Nations met daily in the most important sessions of the body's history. WNYC was the only station to carry the complete proceedings of the UN's most important meetings. This is the sort of job which fulfills the very highest functions of a radio station. Reckoned commercially, the cost would be fabulous to even the largest networks and is further proof of the need and continuing usefulness of a municipally-owned, non-commercial radio station.

Public and press response to the complete broadcasts were uniformly enthusiastic. For some specific examples of what both press and public thought, see later pages of this report.

The Discussion of Public Issues ... **FORUMS**

The heart of any democracy is free, public discussion of public issues. In this respect radio has an enormously important responsibility to its listeners. WNYC regularly meets this obligation with varied, complete programming. In 1947 WNYC provided time in its program log for forum discussions covering a wide range of topics.

Among the city colleges participating in WNYC's forum of the air was Brooklyn College. Some of the topics discussed included: *"Should New York Have a State University?"; "Opportunities in Adult Education"; "Must We Have Strikes?"; "Developments in the American Theatre"; "What May We Expect From U.N.?"; "Whose Business Is Social Welfare?"; "The Problem of Displaced Persons"; "Women in Politics"; "Are the Schools Responsible for What We Are?"; "What of the Veteran Now?"; "Your Life Is in Danger"; "The Third Party in 1948"; "The Status of Religion Under the U. S. Constitution".*

One of the most important public issues WNYC provided airing for was the topic of the five cent subway fare as it was covered in the transit hearings in February of this year. The transit hearings lasted two days and two nights. WNYC broadcast the entire hearings in which hundreds of representatives of various organizations, as well as individuals themselves, appeared before the City station microphones to express their views on this issue. As a result of these broadcasts thousands of pieces of mail were received and there is reason to believe that the airing of these hearings had a great deal to do with the crystallization of public opinion and with a fuller understanding of the many problems involved in the issue.

It goes without saying that no other station in New York City provided this service, for which WNYC was granted special permission by the F.C.C. to remain on the air past the usual sign-off time.

The literature of a nation is one of the strongest streams in the culture of a people. Intelligent, critical evaluation and discussion of the major literary works of our times were handled on The Reader's Almanac. In 1947 the Reader's Almanac, conducted by Professor Warren Bower of New York University, discussed such books as: *"Modern Woman: The Lost Sex"; "Betrayal in the Philippines"; "Out of Your Pocket"* (cartels); *"Final Judgment: The Story of Nuremberg"; "Tomorrow's Food"; "The Greek Dilemma War and Aftermath"; "Man Against Myth"; Fields of Wonder"* (poetry); *"Angry Men—Laughing Men"* (Puerto Rico problem); *"The Role of the Jewish Book Council"* (Rabbi B. J. Bamberger, speaker); *"A Short History of the Opera"; "Eugene O'Neill: The Man and His Plays";* and others.

HEALTH . . . *The People's Number One Concern in Any Year*

Still number one in anybody's concern is the concern about one's health — the personal inventory that added up to how he felt. To keep people informed on the ***facts*** of a variety of health topics WNYC carried:

The New York Academy of Medicine's "Lectures to The Laity"	once monthly in 1947
Health Department of the City of New York Health Talks	once weekly in 1947
The Oral Hygiene Committee's series on Dental Health	once weekly in 1947
The Medical Society of the County of New York Talks	once weekly in 1947
The New York Tuberculosis and Health Association Talks	twice weekly in 1947
The Bronx County Medical Society Health Talks	once weekly in 1947
The Kings County Medical Society Health Talks	once weekly in 1947

A vital part of health is diet and nutrition. In order that the widest, most complete and accurate news about food and health might be spread, WNYC arranged for a number of regular broadcasts by nutrition experts. They included:

The City Consumer's Guide with Mrs. Frances Foley Gannon of the Department of Markets, with complete news about diet and the availability of vital foods on the current market. Five times weekly throughout the year of 1947.

Nutrition News with Margaret Conner, Health Department nutritionist.

"How Does Your Kitchen Fare?" Special nutrition series under the auspices of the American Women's Volunteer Service featuring talks by prominent nutrition experts.

Brief, capsule health tips are the easiest way to carry through public health indoctrination. WNYC carried several hundred tips for good health through its spot announcement packets.

Biggest health break in 1947 was the threatened smallpox epidemic. When the smallpox epidemic last spring struck this city, with its terrifying possibilities, WNYC became the spearhead of the inoculation campaign, broadcasting talks and appeals by New York City's Health and Hospital Commissioners, repeatedly advising listeners of vaccination centers, relaying authoritative suggestions for coping with what could have been a major disaster to this City. Among other appeals for cooperation with the City's Fight-Smallpox Campaign, WNYC aired a delightful, specially commissioned "Fight Smallpox" singing jingle. Unlike most compositions of that kind, the "Get-Vaccinated" jingle received considerable critical approval.

For Better Understanding of GOVERNMENT

In order to help the various branches of the municipal government to bring their story to the citizens of New York, WNYC arranged the programs listed below.

They serve multiple purposes. For one thing they assist in establishing an understanding between the agency and the public; they provide a definitive account of the agency's work and they aid the agency in rendering a more complete service to the public.

Above all, it is the translation of city government to the people from whose support any democratic city government derives its powers. It gives the public a body of factual impressions and a base from which it can intelligently discuss, critically evaluate and fully appreciate the work of all municipal services.

Partial listing of programs presented by city departments:

Board of Education:	eleven programs weekly throughout school year of 1947.
Department of Health:	six programs weekly throughout the year.
Department of Correction:	program series once weekly.
Police Department:	nine programs weekly throughout the year.
Fire Department:	twice monthly throughout the year.
Department of Markets:	five times weekly throughout the year.
Department of Parks:	once weekly throughout the year.
Department of Welfare:	once weekly throughout the year.
Civil Service Commission:	once weekly throughout the year.
Sanitation Department:	twice monthly throughout the year.
Department of Hospitals:	twice monthly throughout the year.
City Rent Commission:	once weekly throughout the year.

The other departments share in radio time on the special events schedule, a copy of which will be found in another part of this report. Special program time was made available for announcements concerning various departments of the city not included in the above listing or in the special events schedule.

In 1947 WNYC's cooperation with other city departments was, as it has always been, on a high level.

For the PUBLIC SERVICE

One of the FCC requirements which radio licensees must meet is that program time be devoted to public service. Other radio stations, because of commercial commitments, can only schedule a minimum of time to fulfilling this requirement. WNYC, because it is municipally-owned and operated, could, and did, schedule all of its time " . . . in the public interest." Part of this service to the public consisted of the distribution of non-commercial spot announcement packets. The spot announcement packets covered a wide variety of topics and served a wide variety of public service organizations.

A partial listing of the organizations serviced during 1947 is given below.

Church World Service Center
Christmas Seal Campaign
Union Settlement
Merchant Marine Libraries
Better Business Bureau
Red Cross
Salvation Army
N. Y. Maritime Academy
U. S. Army
U. S. Navy
U. S. Marines
American Legion
American Women's Voluntary Services
Cancer Committee
Common Council for American Unity
Foster Parent's Plan for War Children
National Foundation for Infantile Paralysis
National Girl Scouts
Save the Children Federation
Unitarian Service Committee
Catholic Charities
United Jewish Appeal
American Relief for Greek Democracy
Greek War Relief Association
Supplies for Overseas Survivors
Polish War Relief
Sydenham Hospital
Seaman's Institute
N. Y. City Department of Health
Visiting Nurse Service
Lighthouse
Forest Neighborhood House
Goodwill Industries
Greater New York Fund
Hunter College
City College
Queens College
Brooklyn College
Committee for Refugee Education
United Hospital Campaign
Protestant Welfare Fund
Police Athletic League
Columbia University
Veterans Administration
Music Box Canteen
Franco-American Relief
Quakers Overseas Aid
Fire Department Welfare Fund
Police Department Welfare Fund
Welfare Department
Motor Vehicle Bureau
N. Y. State Employment Service
U. S. Post Office
Board of Education
National Guard
Coast Guard
American Nurses Association
American Theatre Wing
Iranian Institute
Ethical Culture Society
Jewish War Veterans
Catholic War Veterans
UN
American Safety Council
Board of Transportation
City Rent Commission
Federal Housing Administration
New York City Vacancy Listing Bureau
Harlem Y.M.C.A.
American Heritage Foundation
Metropolitan Museum of Art
Brooklyn Museum
Brooklyn Women's Hospital
Park Department
Sanitation Department
Urban League
Treasury Department . . .
and hundreds of other organizations

What International Exchange in Radio Means

One of the greatest destroyers of narrow provincialism, radio has the power to bring nations closer together in fractions of seconds. It can also bring with it, understanding between peoples that can make all the difference between war and peace.

WNYC has pioneered in the international radio exchange.

Some of the program features dealing with foreign nations were:

GREAT BRITAIN

The BBC Radio Newsreel: daily during the week throughout the year.
The BBC Pleasure Parade: once a week throughout the year.

NORWAY:

The Spirit of the Vikings: once a week throughout the year.

FRANCE:

Folk Music of France: once a week throughout the year.

THE NETHERLANDS:

Echoes of a Century: once a week throughout the year.

This is BBC Calling . . .

As part of WNYC's role in the international radio exchange the programs listed below were carried by the municipal station during 1947.

Never has a City Station dramatic series achieved the critical acclaim accorded the five (5) BBC transcribed "World Theatre" plays. This series consisted of superb dramatizations of:

Rostand's "L'Aiglon"
Marlowe's "Dr. Faustus"
Euripedes' "The Trojan Women"
Shaw's "The Man of Destiny"
Ibsen's "Hedda Gabler"

These plays were magnificently performed by Great Britain's foremost actors and actresses including Dame Sybil Thorndike, James McKechnie, Alec Guinness, Barbara Couper, and Eric Portman. They resulted in literally thousands of requests for more of the same. WNYC, which never underestimates its listeners' intelligence, is justly proud of having brought American radio these incomparable British productions.

Another part of the joint WNYC-BBC programming was the BBC London Newsreel which carried, to American listeners, British reports of News from their land and from the continent. These Newsreels had more than entertainment value — time after time they proved their real value. Like the BBC Pleasure Parade, the BBC Newsreel was written and produced by the staff of the British Broadcasting Corporation.

News Coverage . . .

The nerve center of any good radio station is its news room. Here, the station's responsibility to the public is the most critical and complex. WNYC is fortunate in that it carries private teletype lines from the three major news services — The Associated Press, The United Press and The Trans-Radio Press. Late in the year WNYC was cut into the Police Department's teletype loop so that the WNYC newsroom had another additional news service.

In addition to the news summaries, collected from the three wire services, which are broadcast five minutes before the hour every hour, WNYC also carries three complete official weather reports from the United States Weather Bureau station at the Battery. These reports are supplemented by the weather forecasts supplied by the press services. All together they represent the most complete weather news coverage given by any station in New York.

The functions of the newsroom staff are to collate, edit, and select items originating from all of the three wire services. Their auxiliary function is to monitor the newscasts of other radio stations in order to check on the completeness of their broadcasts.

All items used on newscasts are filed away and used for future reference.

In summation, the newsroom at WNYC aims for accuracy, completeness, impartiality in reporting the news to New Yorkers. Listed below is a sample news schedule for one normal broadcast day.*

6:55 AM News Summary	12:55 PM News Summary	5:55 PM News Summary
7:55 AM News Summary	1:00 PM Police Alarms	6:45 PM U.S. Weather Report
8:55 AM News Summary	1:55 PM News Summary	6:50 PM UN News
9:55 AM News Summary	2:00 PM U.S. Weather Report	6:55 PM News Summary
10:55 AM News Summary	2:05 PM City News	7:55 PM News Summary
11:30 AM BBC Radio Newsreel	2:55 PM News Summary	8:55 PM News Summary
11:55 AM News Summary	4:55 PM News Summary	9:45 PM Top Talk of the Day

* The schedule does not include bulletins or spot announcements.

The Blizzard of '47

Unprecedented is the word most often employed to describe the snowfall of Friday, December 26, 1947. Unprecedented, too, was the job that faced New York City's municipal agencies in digging the snowbound City back to normality. From the first indication of the magnitude of the storm, WNYC became the focal clearing point for the City's superb efforts to extricate itself from the dangerous paralysis resulting from the 25-inch precipitation.

Serving as radio representative on the Mayor's committee on Planning and Operations, Seymour N. Siegel, Director of the Municipal Broadcasting System, placed the full staff of the City Station on a special basis and, channeling all activity through the Newsroom, kept all radio stations in the city advised of all important decisions of the Mayor's Committee, and key municipal departments. An indication of the indispensibility of the City Station's snowstorm coverage was the permission granted by the Federal Communications Commission for WNYC to remain on the air past the 10 P.M. sign-off time for the duration of the emergency.

Mayor William O'Dwyer's special talk on the snow removal problem on WNYC Sunday, December 28, at 6 P.M., was made available to all radio outlets in this area, which broadcast the emergency message either live or later via recording.

Throughout the day of the storm, hourly broadcasts direct from the United States Weather Bureau at the Battery kept New Yorkers appraised of the direction and state of the storm, and transit reports, where available, were aired as received in summarized form each hour.

From the first indication of the storm's full extent, civic appeals, announcements and reports were relayed to snow-bound listeners, and WNYC's Newsroom became the clearing center for all municipal news in relation to the storm.

In addition to the immediate airing of all news received from the city agencies most vitally concerned in the snow removal problem, WNYC brought its listeners special broadcasts by its Director following meetings of the Mayor's Committee, reporting on decisions reached, and special news reports direct from Police Headquarters and the Board of Estimate. Specific ways in which New Yorkers could co-operate in the emergency were repeatedly broadcast, and the Mayor's message of Sunday was re-broadcast twice during the evening. Appeals for snow-clearers were broadcast repeatedly, and an up-to-the-minute record of the state of the city's street-cleaning operations was relayed to listeners.

In short, WNYC's job during the snowstorm of 1947 represented a clear-cut example of the city station's function of liaison agent between the City government and the citizens of New York.

Your City Station's Microphones Were Placed at

One hundred and sixty-one remote points	IN MANHATTAN
Nineteen remote points	IN BROOKLYN
Six remote points	IN LONG ISLAND
Three remote points	IN THE BRONX
One remote point	IN QUEENS
One remote point	IN LAKE SUCCESS
One remote point	IN NEW JERSEY
One remote point	IN SARATOGA SPRINGS
One remote point	IN WEST POINT
Two remote points (arranged through the Canadian Broadcasting Corporation)	IN CANADA

Broadcasts from remote points (points of origin outside of the studios) are one of the most important extra services WNYC provides its listeners. Such remote broadcasts are really on-the-spot news coverage and constitute something of a newsbreak for the radio station which can provide broadcast facilities at that time. Invariably, the remote broadcast is of sufficient news interest to receive attention in the press and radio. But the station which can provide on-the-spot broadcasts is the station to which people will always return. In this department WNYC's microphones combed the city throughout the year for the special events that are page one news in the *next* day's newspaper.

The 8th Annual American Music Festival

Each year, for the past eight years, WNYC has sponsored and arranged an annual twelve-day American Music Festival. The eighth in the series, held during 1947, was one of the largest and most brilliantly successful thus far.

Among the festival's main purposes is the intention to highlight the work of American composers and artists. As always, the festival featured the premier performances of dozens of new works ranging from pieces as small as songs to fully orchestrated concertos and symphonies. Mr. Herman Neuman, WNYC's Musical Director, is almost wholly responsible for the job of arranging for music and artists for well over a hundred programs and the score of special concerts in music centers throughout the city.

The municipally owned and operated station, WNYC, has managed, year after year, to bring off this enormously ambitious musical event with such success principally because it has always encouraged and aided young musicians. The talent cost for such a festival, were it conducted commercially, would run well into the hundreds of thousands of dollars just for air time for the twelve day period. Some of the major events of WNYC's 8th Annual American Music Festival are listed below.

Participating Composers and Performers (partial listing):

Samuel Barber - Leon Barzin - George Antheil - Arthur Berger - William Bergsma - Leonard Bernstein - A. W. Binder - Remo Bolognini - Minuetta Borek - Carol Brice - Horace Britt - Olga Coelho - Aaron Copland - Henry Cowell - Paul Creston - Norman Della Joio - Rose Dirman - Lukas Foss - Anis Fuleihan - Roy Harris - Charles Haubiel - Walter Hendl - Alan Hovaness - Charles Ives - Frederick Jacobi - Philip James - George Kleinsinger - A. Walter Kramer - Paula Lechner - Ernesto Lecuona - Huddie Ledbetter - Douglas Moore - Yella Pessl - Susan Reed - Harold Rome - Reah Sadowsky - Alan Schulman - Robert Shaw - Elie Siegmeister - Leo Smit - Margaret Speaks - Randall Thompson - Winter Watts - Lazar Weiner.

Special Concert Broadcasts (partial listing):

American Music Festival Concert from the Museum of Natural History
American Music Festival Concert from Town Hall
Juilliard Music School Festival Concert from Juilliard School
American Choral Concert from Town Hall
American Festival Concert from the Brooklyn Museum
Frick Museum Concert
Philharmonic-Symphony Orchestra from Carnegie Hall

"Big Time Radio Hopefuls Find Only Refuge Here at WNYC"

(Herald-Tribune — August 3, 1947)

One of WNYC's lesser-publicized functions came in for notice during 1947 by one of the leading metropolitan dailies, The New York Herald-Tribune.

The function: WNYC's quietly conducted, continuous job of serving as a training school for many young people who want to get into radio but do not find any opening niches for themselves in commercial radio.

Here is part of what the article had to say about WNYC's job:

"For something like thirteen years WNYC has conducted a kind of year-round 'summer theatre' of radio for young hopefuls. It has kept its doors open to everyone and anyone who wanted a chance at radio and who showed some talent or promise.

"Institutions, too, take advantage of WNYC's plan. The City College has a Radio Workshop which presents plays over the city station. Bard College in New York and Bennington College in Vermont send down volunteers to work at the station. Antioch College, of Yellow Springs, Ohio, sends from one to ten students to WNYC for a six-week training period in all non-engineering phases of radio.

"Above all, there is time at the station—time that the networks do not have. There is time to educate an actor not to 'plop' the mike; to teach a sound-effects man how to 'cue' records; to train a writer to develop an ear for language as it is spoken; to teach a director what a 'level' is and what it means; to train a producer in what his sometimes nebulous job really is . . .

"Although the station management realizes that it would be simpler to run a program day entirely from its musical record library, Mr. Seymour N. Siegel, the program director, says: 'We encourage and promote dramatic programs because we feel that it is definitely part of our function here at the municipal station to give talented would-be's a chance to crack the tough and often intimidating field of radio.' "

The article ends with a statement that typifies WNYC's position as the leading *personal*-station in the metropolitan area. It says:

"Thus far the work has gone on unheralded and there's little likelihood that medals are going to be struck off for the opportunity that WNYC is offering all young people who dream about going into radio. But from the men and women who have served their radio apprenticeship at WNYC in its year-round 'summer theatre' there are unspoken thanks. For the young people now there and the many more to come, it is like an island of refuge that stands out in a sea of $35 hand-painted ties, advertising account executives, closed doors and the impersonal towers of marble and glass of the networks."

Just Another Example of WNYC's Functional Relationship With the People It Serves

AGAIN IN 1947 IT WAS WNYC AND WNYC-FM

"For the Best in Music Always"

In 1947 the Municipal Broadcasting System brought many hours of deep pleasure to lovers of the classics.

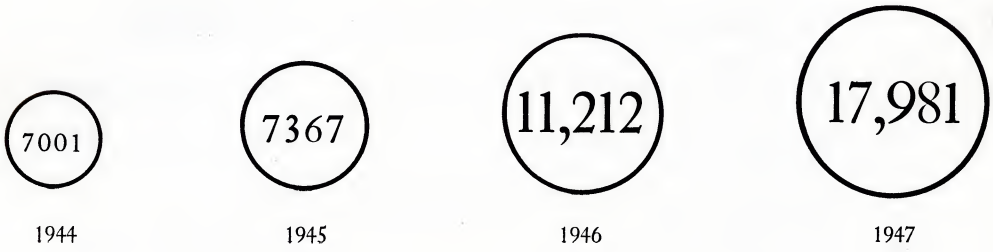
THE MASTERWORK HOUR

radio's oldest and best loved hour of recorded symphonic treasures, continues to be our most popular recorded program. Some of the most popular live concerts carried during the year are listed below.

Philharmonic Symphony Concerts from Lewisohn Stadium
Carnegie Hall "Pops" Concerts
Dr. Edwin Franko Goldman Band Concerts from Central and Prospect Parks
Frick Collection Concerts from Frick Galleries
National Orchestral Association "Behind the Scenes" Rehearsals and Concerts
Brooklyn Museum Concerts
American Youth Orchestra Concerts
Y.M.H.A Symphony Concerts
John Harms Chorus Oratorio Programs
New York City Symphony Concerts
Saratoga Springs Music Festival
Juilliard School of Music Concerts
City Amateur Symphony Orchestra Concerts

They Subscribed to the Masterwork Bulletin As They Never Have Before

Annual Subscriptions to the WNYC Masterwork Program Bulletin



A shining example of public acceptance!

In 1947 . . .

The unprecedented scope of the Municipal Broadcasting System's

SPECIAL EVENTS SCHEDULE

is indicated by the partial list of such broadcasts shown in the following pages

JANUARY — 1947

DATE	HOURS	EVENT	SPEAKER
3	1:20	Opening Session of 80th Congress From Washington	Rep. Joseph Martin Rep. Sam Rayburn
6	0:10	Presentation of Certificate to Mayor William O'Dwyer by Salvation Army From City Hall	Mayor William O'Dwyer
6	0:53	President's Address to Congress From Washington	President Harry S. Truman
7	2:45	UN Security Council (and all subsequent meetings) From Lake Success	Various
9	0:30	Lectures to The Laity From The Academy of Medicine	Dr. Nolan D. C. Lewis
13	0:48	Reception to Italian Prime Minister De Gasperi From City Council Chambers	Grover Whalen — Mayor William O'Dwyer — Prime Minister De Gasperi
17	1:04	Benjamin Franklin Anniversary Program From Board of Estimate Chambers — City Hall	Various
18	0:50	Foreign Policy Association From Waldorf-Astoria Hotel	F. T. Blimptonk

JANUARY — 1947

DATE	HOURS	EVENT	SPEAKER
21	1:30	March of Dimes Fashion Revue	
22	1:17	38th Annual Conference of Probation Officers From Hotel St. George	Various
27	0:30	CCNY Centennial Celebration From CCNY	Dr. C. Williams
30	0:25	Stephen Vincent Benet Memorial Program From Town Hall	Mr. William Rose Benet

FEBRUARY — 1947

DATE	HOURS	EVENT	SPEAKER
5	5:30	Regional Conference of American Social Hygiene Association From Hotel Pennsylvania	Mr. Charles S. Marden — Mr. Charles G. Bolté
7	0:20	Reception to General Alexander From City Hall	Mayor William O'Dwyer — General Alexander
10	9:30	Transit Hearings From City Hall	Mayor William O'Dwyer
11	7:45	Transit Hearings From City Hall	Mayor William O'Dwyer
12	0:25	Mayor O'Dwyer's Address From City Hall	Mayor William O'Dwyer

FEBRUARY — 1947

DATE	HOURS	EVENT	SPEAKER
13	1:00	Lectures to The Laity From Academy of Medicine	
15	0:45	Foreign Policy Association From Waldorf-Astoria Hotel	Mr. Archibald MacLeish — Mr. George Schuster
17	0:30	Chamber of Commerce — Bill of Rights Week	Mr. Cecil B. DeMille
24	1:00	C.C.N.Y. Centennial — "Toward A New World" From City College	
25	0:25	Israel Orphan Asylum Program From Madison Square Garden	

MARCH — 1947

DATE	HOURS	EVENT	SPEAKER
6	0:25	Mayor's Reception to Merchants of France From City Hall	Mayor William O'Dwyer
6	0:50	Centennial Celebration — Academy of Medicine From Waldorf-Astoria Hotel	
8	0:15	Herald Tribune Forum From Waldorf-Astoria Hotel	
10	5:00	U.N. Economic and Social Council (and all subsequent meetings) From Lake Success	Various
10	0:25	1947 Parade of Stars From Madison Square Garden	
11	0:20	Unveiling of Painting of William R. Grace From Mayor's Office — City Hall	

MARCH — 1947

DATE	HOURS	EVENT	SPEAKER
12	0:22	President's Address From Washington, D.C.	President Harry S. Truman
15	0:55	Foreign Policy Association Luncheon From Waldorf-Astoria Hotel	
26	4:00	U.N. Trusteeship Council Meeting (and all subsequent meetings) From Lake Success	Various
27	0:24	Red Cross Rally — State Department of Labor	

APRIL — 1947

DATE	HOURS	EVENT	SPEAKER
1	3:15	U.N. Conventional Armaments Commission (all subsequent meetings) From Lake Success	Various
12	0:30	President's Address From Washington, D. C.	President Harry S. Truman
13	0:35	U.N. Site Dedication From U.N. Site	Mayor William O'Dwyer — Trygve Lie — Warren Austin
15	0:45	Police Commencement Exercises From 22nd Armory	Mayor William O'Dwyer
21	0:30	President's Address From Waldorf-Astoria Hotel	President Harry S. Truman
22	0:25	Hershfield Cardiac Home Fund	Mr. Ben Grauer — Dr. Israel Weinstein, Commissioner of Health Mary Margaret McBride
22	0:27	Radio and Business Conference (and all subsequent meetings) From City College	Various

MAY — 1947

DATE	HOURS	EVENT	SPEAKER
1	6:36	U.N. General Assembly (and all subsequent meetings) From Flushing Meadow	Various
2	0:36	Reception to Manuel Aleman From City Council Chambers	Mayor William O'Dwyer — President Manuel Aleman of Mexico
2	0:28	Luncheon to President Aleman	
5	1:15	Analytic Association From Hotel Pennsylvania	Karen Horney
8	0:30	Al Smith Memorial From Museum of Art	Commissioner Robert Moses — Bernard Baruch — John J. Bennett
11	0:33	Communion Breakfast — Department of Sanitation From Astor Hotel	Rev. Barret Owan Migivern
14	0:30	"I Am An American Day" Ceremonies From City Hall	Acting Mayor Vincent R. Impellitteri
15	1:05	Henry Street Opening of Captain Joseph Playground	Mayor William O'Dwyer — Commissioner Robert Moses — Comptroller Lazarus Joseph
17	1:00	"I Am An American Day" Luncheon From Hotel Commodore	
18	3:50	"I Am An American Day" From Central Park	Mayor William O'Dwyer — Duke Ellington — David Sarnoff
22	1:00	Maritime Day Program From Custom House	Commissioner Reinike — Frank Taylor
24	0:30	Decoration of Tablets From Police Headquarters	Commissioner Arthur Wallander — Mayor William O'Dwyer
30	1:00	Decoration Day Program From Soldier's Monument	James Sauter — Mayor William O'Dwyer — Vincent R. Impellitteri

JUNE — 1947

DATE	HOURS	EVENT	SPEAKER
3	0:55	Police Awards From Board of Estimate Chambers	Commissioner Arthur W. Wallander— Mayor William O'Dwyer
11	0:37	President's Address From Washington, D. C.	President Harry S. Truman
13	0:26	Presentation of Tarawa Flag to Mayor William O'Dwyer From City Hall	Mayor William O'Dwyer
15	0:26	Presentation of Athletic Awards at Randalls Island From Randalls Island	Commissioner Arthur Wallander
17	0:54	Barber Shop Quartet Ballad Contest From Central Park Mall	
17	0:24	President's Address From Princeton University	President Harry S. Truman
17	0:34	Fire Department Awards for Valor From City Hall	Fire Commissioner Frank J. Quayle — Mayor William O'Dwyer
17	1:07	Pan American World Flight Take-Off	Mayor William O'Dwyer — Lowell Thomas
17	1:48	Tennis Matches (and other subsequent matches) From Forest Hills	
20	0:14	President's Address	President Harry S. Truman
23	2:19	Police—Fire Department Baseball Game	
25	0:24	Presentation of Awards of Hebrew Culture	Mr. John E. Wade, Superintendent of Schools — Mr. Max Moss
30	0:29	Transfer of Brooklyn Water Supply	Mayor William O'Dwyer

JULY — 1947

DATE	HOURS	EVENT	SPEAKER
4	0:30	Minute Men of America	Various
4	0:20	President's Address From Virginia	President Harry S. Truman
4	1:45	American Legion 4th of July Program From Central Park	Mr. J. J. Swift
4	1:30	Naumberg Memorial Concert From Central Park Mall	
15	0:43	Reception to John Kelly From City Hall	Mr. Grover Whalen — Mayor William O'Dwyer
27	0:29	American Veterans Memorial Hospital Program From City Hall	Attorney General Tom Clark — Mayor William O'Dwyer
30	1:23	City Council Reception to Vatican Choir From City Hall Plaza	Mayor William O'Dwyer — Mr. Grover Whalen

AUGUST — 1947

DATE	HOURS	EVENT	SPEAKER
4	0:18	Midnight Alarm Demonstration From City Hall Plaza	
5	0:24	Brooklyn Reception to Vatican Choir From Borough Hall, Brooklyn	Mr. John Cashmore, Borough President of Brooklyn
6	2:25	Police—Sanitation Baseball Game From Yankee Stadium	
16	0:41	Tennis Matches from West Side Tennis Stadium, Forest Hills	
17	2:00	Tennis Matches from West Side Tennis Stadium, Forest Hills	
27	1:00	Reception to American Legion From Waldorf-Astoria Hotel	Mr. Grover Whalen — Mr. Paul Griffith — Mayor William O'Dwyer — Mr. G. E. Pearl
28	6:00	American Legion Convention From Madison Square Garden	Rev. Rusted — Mr. Paul Griffith — Governor Thomas E. Dewey — Mayor William O'Dwyer — Cardinal Spellman — Viscount Alexander
30	0:59	American Legion Parade	
30	1:10	Davis Cup Matches From Forest Hills	
31	1:31	American Legion Convention From 71st Armory	
31	1:17	Davis Cup Matches From Forest Hills	

SEPTEMBER — 1947

DATE	HOURS	EVENT	SPEAKER
1	4:23	Davis Cup Matches From Forest Hills	
6	2:29	Tennis Matches From Forest Hills	
6	2:15	Saratoga Music Festival From Saratoga Springs	
7	1:00	Tennis Championship Matches From Forest Hills	
7	2:00	Saratoga Music Festival From Saratoga Spa	
8	1:50	National Tennis Matches From Forest Hills	
9	2:00	Tennis Matches From Forest Hills	
10	1:00	Irish Football Team Reception From City Hall	Mayor William O'Dwyer
10	3:40	Tennis Matches From Forest Hills	
11	2:35	Tennis Matches From Forest Hills	
12	2:00	Tennis Matches From Forest Hills	
13	4:25	Tennis Matches From Forest Hills	

SEPTEMBER — 1947

DATE	HOURS	EVENT	SPEAKER
13	2:00	Saratoga Music Festival From Saratoga Spa	
14	0:30	79th Street Motor Boat Race	
14	2:15	Tennis Matches From Forest Hills	
17	1:50	Constitution Day Program From City Hall	Mayor William O'Dwyer
20	0:30	Memorial Program for Ex-Mayor Fiorello H. LaGuardia From City Hall	
24	0:25	Reception of Freedom Train From Grand Central Terminal	Mayor William O'Dwyer
25	1:35	Reception of Freedom Train From Grand Central Terminal	James Sauter — Grover Whalen
26	0:40	Dodger Welcome From Boro Hall, Brooklyn	Borough President John Cashmore
26	0:20	Community Chest Drive	Bob Hope — Jimmy Stewart — Jack Benny
27	3:04	Army-Villanova Football Game From West Point	
28	0:56	Interfaith Day Program	Various

OCTOBER — 1947

DATE	HOURS	EVENT	SPEAKER
5	0:40	Library Presentation of B'nai B'rith From Henry Hudson Hotel	Mayor William O'Dwyer
6	0:20	Centenary Dinner of St. Vincent's College From Waldorf-Astoria Hotel	Monsignor Fulton J. Sheen
7	0:45	National Congress of State Parks From Bear Mountain, New York	Robert Moses
11	2:05	Army-Illinois Football Game From Yankee Stadium	
11	0:25	Columbus Day Program From Waldorf-Astoria Hotel	Mayor William O'Dwyer
18	2:20	Army vs. VPI Football Game From West Point	
19	1:00	Memorial Dedication to Six Million Jews From Riverside Drive	Mayor William O'Dwyer
20	0:20	Reception to Mexican Cadets From City Hall	Mayor William O'Dwyer — General Van Fleet
20	0:45	Tribune Forum From Waldorf-Astoria Hotel	Chairman — Mrs. Ogden Reed — Mr. Carl Sandberg
21	0:20	Police Marksmanship Awards From City Hall	Police Commissioner Arthur W. Wallander — Mayor William O'Dwyer
26	0:25	War Dead Arrivals Ceremonies From Eternal Light	General Courtney H. Hodges
26	1:15	Return of the War Dead Ceremonies From Sheep Meadow — Central Park	Governor Thomas E. Dewey — Mayor William O'Dwyer — Mr. Grover Whalen

OCTOBER — 1947

DATE	HOURS	EVENT	SPEAKER
30	0:30	Better Business Bureau Conference From Waldorf-Astoria Hotel	Mayor William O'Dwyer
30	1:00	Lectures to The Laity From Academy of Medicine	Mr. Lewis Strauss
31	0:20	Inauguration of 2-Way Police Radio From Bergen Street — Brooklyn	Police Commissioner Arthur W. Wallander — Mayor William O'Dwyer

NOVEMBER — 1947

DATE	HOURS	EVENT	SPEAKER
1	0:30	Sub-Treasury P.O. Opening	Mr. Albert Goldman — Sir Francis Evans
2	1:36	Police Department Anchor Club Memorial From Flushing Meadows	Monsignor Flannelly — Father Gallagher
4	6:41	Election Returns From Police Headquarters	
5	0:24	French Cruiser Reception From City Hall	Mayor William O'Dwyer — Mr. Grover Whalen
6	0.58	Induction of William Jansen From Washington Irving High School	Dr. William Jansen
11	0:59	Armistice Day Ceremony	Hon. Vincent Impellitteri
12	1:00	Veteran Forum From 500 Park Avenue, New York City	Various
15	2:56	Bloch Festival From Juilliard School	

NOVEMBER — 1947

DATE	HOURS	EVENT	SPEAKER
17	0:30	President's Address From Washington, D. C.	President Harry S. Truman
18	0:56	Friendship Train Arrival From City Hall	Mr. Warren Austin — Mr. Drew Pearson — Mayor William O'Dwyer
18	1:27	Elizabeth Philharmonic Concert From Elizabeth, New Jersey	Mr. Virgil Thompson
20	1:53	Royal Wedding Ceremonies From England	
20	0:30	CBC Symphony Orchestra From Montreal	

DECEMBER — 1947

DATE	HOURS	EVENT	SPEAKER
1	0:30	"The Listener Talks Back" From Town Hall	Various
4	0:28	Honors Day Program From Town Hall	Various
5	0:15	National Association of Manufacturers Meeting	Various
6	0:30	West Point and Hunter College Choirs	
7	0:30	Dedication of Plaque to War Dead — Local 802 AFM	Richard McCann
7	0:30	Sailing of Friendship Train Ship	Basil Harris

DECEMBER — 1947

DATE	HOURS	EVENT	SPEAKER
8	0:30	"The Listener Talks Back" From Town Hall	Various
9	0:30	Foreign Ministers Conference (and all subsequent broadcasts)	Ashley Bramll
12	0:30	Sailing of Italian Food Ship	Generoso Pope
13	0:13	New York University Glee Club From Town Hall	
18	0:30	Christmas Tree Lighting Ceremonies	
19	0:20	Secretary George C. Marshall's Speech	Mr. George C. Marshall
20	0:15	Mayor's Christmas Party for Crippled Children	Mayor William O'Dwyer
21	0:25	CCNY Community Chorus Christmas Program	
29	0:25	Reception to Mayor of Tel Aviv	Mayor William O'Dwyer

Here's What Our Listeners Thought of What We Did in 1947

MAIL UP 141%!

1945

1946

1947

Over a two year period our mail response leaped 141%! WNYC listeners were listening, enjoying and writing to us about it.

Here's What Our Listeners Said:

I would like to compliment you upon . . excellent cultural and public service programs . . . objective coverage of news and special events . . .
E. S., New York 22, N. Y.

Your objective program The Listener Talks Back . . . was very informative . . . no commercial radio interest would have been able or willing to present such a topic fairly . . .
R. T., New York 2, N. Y.

Please accept my sincere thanks and appreciation for your broadcast of the U.N. Assembly meeting on the Palestinian problem . . .
B. S., Asbury Park, N. J.

I would like to commend you upon the highest standards your fine broadcasting unit has attained and continues to uphold . . .
H. J. M., Irvington, N. J.

I have just become a citizen of this great country, and one of the first things I wish to do is to express my thanks to you for the many, many programs given over WNYC which enabled me to gain a real knowledge and understanding of this country, of the American Way of Life, and of national and civic affairs.
M. P., New York 17, N. Y.

Thank you for the magnificent UN radio coverage — best thing that ever happened in radio.
Frances Gunther, Inside Place, Madison, Conn.

. . . a few words of appreciation for the way the afternoon popular record hour is conducted . . .
S. H., New York 25, N. Y.

We want to express . . . particular appreciation of David Randolph's Concerts for Connoisseurs . . .
W. T. G., New York 11, N. Y.

Thoroughly enjoy the piano concerts given from 8:00 to 9:00 on Sunday evening . . .
A. H. S., Butler, New Jersey.

. . . my thanks for and appreciation of your broadcast of the "Story of America" . . .
I. J., New York 52, N. Y.

Your presentation was immense . . . let us have more of them . . .
J. P. P., Brooklyn 14, N. Y.

Bless you for your good taste and judgment in music!
D. S., New York.

Congratulations! I find I keep the city station on most of the day . . good luck . . .
R. R. L., Brooklyn 3, N. Y.

I wish to inform you of my satisfaction with your coverage of this year's election . . .
J. B. B., New York 25, N. Y.

I am proud that we have such an excellent city radio station . . .
W. S., New York 21, N. Y.

This is definitely a fan letter . . .
R. M., New York 19, N. Y.

. . . I want to extend my heartiest endorsement of your programs both musically and socially . . .
D. D. C., Brooklyn 2, N. Y.

WHAT THE PRESS SAID ABOUT WNYC IN 1947

FORTUNE: *"Here is U.S. Radio at Its Most Persistently Mature . . ."*

VARIETY: *". . . The Most Intelligently-Operated Non-Commercial Radio Station in America."*

NEW REPUBLIC: *"Miraculously Enterprising . . ."*

We Wore More Medals on Our Chest in 1947

OHIO STATE UNIVERSITY

INSTITUTE FOR EDUCATION BY RADIO

(The 11th American Exhibition of Educational Radio Programs)

FIRST AWARD

"Christmas Holiday Drama Festival"

FIRST AWARD

Program Series "United Nations"

HONORABLE MENTION

Program Series "Behind The Scenes In Music"

NEWSPAPER GUILD OF NEW YORK

A PAGE ONE MUST *" . . . For exemplary operation in the public interest. With unfailing concern for the health and welfare of our city . . ."*

BILLBOARD

Award for Outstanding Achievement in Radio Promotion

For the Children . . .

In 1947 WNYC expanded its programming for children. Most important of the special broadcasts arranged for juvenile listeners was the Board of Education series. These programs virtually became part of the New York City's school curriculum. With 875 schools in the metropolitan area relaying the programs over their loudspeakers to tens of thousands of students, the municipal station's radio fare came increasingly to the attention of younger New Yorkers. WNYC's programs for children weren't completely devoted to school listening. Here is a partial listing of programs WNYC carried for the children.

"The Children's Story Fair"
heard once weekly throughout the year.

"Here's Heidy"
heard once weekly throughout the year.

"The Christmas Holiday Drama Festival"
a special cycle of plays for children heard during the Christmas holiday season.

"Something For Young Folks"

"City Fun With Children" (parent-child audience)

***"Books Bring Adventure"**

"Book Parade"

"News of The New World"

"Drama Time"

***"Let's Look At The News"**

"Pioneers of Science"

"Spanish Program"

"Know Your City"

"Board of Education Drama Series"

"Junior High School Forum"

"Tales From The Four Winds"

"This Way To Storyland"

"Round The Year"

"Assignment UN"

"Great Day In Books"

"Accent on Opera"

* WNYE Originations.

An Extra Service Provided by the Municipal Broadcasting System . . .

PUBLIC ADDRESS FACILITIES

which were busier in 1947 than they have ever been before. Listed below are some of the organizations and city departments which used this little-known additional service to the people of New York (at no extra cost to the taxpayer) rendered by the Municipal Broadcasting System.

ORGANIZATIONS SERVICED (partial listing)

New York County Council, VFW
New York City Housing Authority
Fire Department
Deparment of Parks
Brooklyn Lodge B.P.O.E.
Department of Health
Brooklyn State Hospital
Mayor's Office
Mayor's Reception Committee
Board of Education
Chinese Community Club
Finnish Societies
Mother Cabrini High School
City Council
Borough President, Brooklyn
New York County American Legion
Brooklyn Conservatory of Music
Department of Finance
United Veterans Memorial
Catholic War Veterans
Midnight Alarm—Fire Department
Police Department Honor Legion
Sister Kenny Foundation
United Spanish War Veterans
National Foundation of Infantile Paralysis
Queens Borough President
New York State Labor Department
Brooklyn High School of Automotive Trades
Military Order of World Wars
Kings County American Legion
Boy Scouts of America
Department of Hospitals
Society of the 307th Infantry
Manhattan High School of Aviation Trades
Sons of Veterans of Civil War
Unknown Soldier American Legion Post
Public School Athletic League
Anniversary Day Committee
Police Department Honor Legion

EVENTS FOR WHICH PUBLIC ADDRESS FACILITIES WERE USED (partial listing)

All City Hall Receptions
Christmas Tree Lighting Ceremonies
Explanation of Fire Pension Fund to New Members
Fund Raising Appeals
Reception to Greek Premier
Inauguration of Helicopter Mail Service
Reception to Italian Premier
March of Dimes Rally
Council Meetings
Army Day
Field Day
Track and Field Meet
Park Department Concerts
Sale of Tax Liens
Groundbreaking Ceremonies for New Schools
Swearing in Probationary Firemen
Presentation of Site to UN
Reception to Argentinian Cadets
City Council's Public Hearings
Vatican Choir
Golden Jubilee Meeting
Opening Air Field
Fire Department Medals
Memorial Services
Police Department Medals

IN 1947 WNYC AND WNYC-FM WERE GETTING MORE OUT OF THE HOURS OF BROADCASTING THAN EVER BEFORE

	HOURS OF BROADCASTING		
	1947	1946	1945
January	466 hrs. 30 min.	467 hrs. 20 min.	416 hrs. 21 min.
February	422 hrs. 24 min.	433 hrs. 10 min.	421 hrs. 19 min.
March	467 hrs. 35 min.	467 hrs. 30 min.	466 hrs. 21 min.
April	458 hrs. 15 min.	454 hrs. 40 min.	451 hrs. 25 min.
May	497 hrs. 6 min.	496 hrs. 15 min.	467 hrs. 22 min.
June	482 hrs. 12 min.	481 hrs. 30 min.	450 hrs. 47 min.
July	498 hrs. 35 min.	497 hrs. 21 min.	466 hrs. 15 min.
August	498 hrs. 28 min.	495 hrs. 46 min.	465 hrs. 44 min.
September	479 hrs. 30 min.	479 hrs. 30 min.	451 hrs. 10 min.
October	467 hrs. 21 min.	467 hrs. 27 min.	466 hrs. 21 min.
November	454 hrs. 28 min.	456 hrs. 20 min.	453 hrs. 50 min.
December	470 hrs. 44 min.	483 hrs. 40 min.	465 hrs. 57 min.

A fulltime station would operate an average of 18 hours daily, or 6570 hours during the year. WNYC is licensed to operate only until the time of sunset in Minneapolis, where another station on our frequency is located. The FCC has granted WNYC special service authorization to operate until 10 P.M. E.S.T.

Frequency Modulation... First in New York

As of the writing of this report the new Western Electric 10 Kilowatt FM transmitter was being shipped to the City Station. This new transmitter promised WNYC-FM an enormous increase in power and coverage. In effect, with the installation of a Western Electric Cloverleaf Antenna, WNYC-FM would have an effective radiated strength of 20,000 watts . . . as powerful as any FM station in the New York City area.

The new transmitter promises to be at least ten times more powerful than the old 1 kilowatt FM transmitter although the position and type of the new antenna promises something like twenty times more power.

Installation of the cloverleaf antenna, which has been completed, was a unique achievement. The thirty foot steel tower weighed about three thousand pounds and it had to be raised from the twenty-fifth floor of the Municipal Building to the thirty-ninth floor. Brooklyn Bridge Ironworkers, with the assistance of the station's engineering staff, completed the job in only three hours. There it now stands, 535 feet above the street.

The entire unit, when completed, is expected to furnish a strong, static-clear signal in a sweeping circle one hundred miles in diameter. With its effective radiated power of 20,000 watts WNYC-FM will step up into the F.C.C. Class B FM station rating.

WNYC-FM will share all the carefully integrated programming available to WNYC and the two stations will continue to serve the public in the same manner which has won the Municipal Broadcasting System award after award.

DESCRIPTION OF EQUIPMENT:

TRANSMITTER

Code Number:	506B-2 Radio Transmitting Equipment
Frequency Range:	88 to 108 megacycles. Any specified frequency in this range. (The F.C.C. has assigned WNYC-FM 93.9 megacycles as its channel)
Power Output:	10,000 watts (effective radiated strength at five hundred feet with 54A Antenna is 20,000 watts).
Weight:	Approximately 5,700 pounds.

ANTENNA:

Code Number:	54A Antenna (Cloverleaf)

W N Y C

"New York City's Own Stations"

W N Y C-F M

". . . For the Instruction,
Enlightenment, Entertainment,
Recreation and Welfare of the
Inhabitants of the City . . ."

Antin Press, Inc. 34

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR TECHNOLOGY IN THE HUMANITIES

UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

WISCONSIN UNIVERSITY OF WISCONSIN–MADISON

NATIONAL ENDOWMENT FOR THE Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the National Endowment for the Humanities.